

## Request for Council Action

Originator Communications	Item <b>MAGC Northern Lights Awards</b>
Agenda Section Introduction	Date 6/22/2015
Description	

The City brought home seven awards from this year's Northern Lights awards contest held by the Minnesota Association of Government Communicators (MAGC). The City was honored with the following awards:

- **Briefing** – Award of Excellence for External Printed Publications
- **Staying Active Has No Age Limit** – Award of Excellence for Informational Video
- **2014 Corporate Report to the Community** - Award of Excellence for Annual Reports\*
- **Increasing Online Engagement: The Race 2,000 Likes** - Award of Excellence for Social Media Engagement
- **Made in Bloomington: Nechville Musical Products** – Award of Merit for Informational Video
- **Meet Laurie** - Award of Merit for Promotional Video
- **2014 State of the City – Bloomington, MN** - Award of Merit for Special Event

\*The Corporate Report was also nominated for Best of Show. This popular report was one of only eight entries to receive this nomination.

Communications staff will present the awards.

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**Requested Action**

Informational only. No formal action required.

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**Attachments:**